

Message Text

UNCLASSIFIED

PAGE 01 VIENNA 09324 191345Z
ACTION EUR-12

INFO OCT-01 EB-08 ISO-00 USIA-15 /036 W
-----112178 200624Z /21

R 191312Z OCT 77
FM AMEMBASSY VIENNA
TO USDOC WASHDC
INFO SECSTATE WASHDC 3770
AMCONSUL AMSTERDAM
AMEMBASSY BRUSSELS
AMEMBASSY LONDON
AMEMBASSY PARIS
AMEMBASSY STOCKHOLM
AMCONSUL ZURICH
AMEMBASSY BERN
AMEMBASSY BELGRADE

UNCLAS VIENNA 9324

EO 11652: NA
TAGS: BEXP, AU
SUBJECT: UNITED STATES HOUSEWARES UNIVERSAL SHOWCASE (USHUS)

REF: A. STATE 27394, B. VIENNA A-412

1. EMBASSY VIENNA SPONSORED USHUS IN FACILITIES OF WIRTSCHAFTSFOER-
DERUNGSINSTITUT (WIFI) OF THE VIENNA CHAMBER OF COMMERCE FROM
SEPTEMBER 28 THROUGH 30, 1977.
 2. ROUGHLY 400 VISITED USHUS DURING THE THREE DAYS, OF WHICH WE WOULD
CLASSIFY 68 AS SERIOUS VISITORS. OF THESE, 28 WERE SUFFICIENTLY INTER-
ESTED IN ONE OR MORE PRODUCTS TO COMPLETE REGISTRATION FORMS. THE 28
REGISTERED VISITORS INDICATED AN INTEREST IN 70 PRODUCTS. THREE EX-
HIBITORS GENERATED NO INTEREST SUFFICIENT TO BE DOCUMENTED. THE
EXHIBITION ALSO GENERATED SIX TRADE OPPORTUNITIES.
 3. USHUS WAS PROMOTED BY SENDING OUT 34 PRESS NOTICES, 800 LETTERS
UNCLASSIFIED
- UNCLASSIFIED
- PAGE 02 VIENNA 09324 191345Z
- ANNOUNCING THE SHOW CASE (WITH A SECOND MAILING TO THE SAME 800 FIRMS
TRANSMITTING A FORMAL INVITATION AND CATALOG). ADDITIONALLY, ALL
AUSTRIAN AGENTS REPRESENTING EXHIBITORS WERE CONTACTED BY PHONE, AS
WERE APPROXIMATELY 40 KEY PROSPECTS.
4. THE EXHIBITION AREA, LOCATED ON ONE OF THE BUSIEST STREETS IN
VIENNA, WAS APPROXIMATELY 200 SQ. METERS. A LOCALLY-PRODUCED USHUS

GRAPHIC WAS MOUNTED ON THE EXHIBITION HALL WINDOWS. A MERO SYSTEM WAS CONSTRUCTED TO MOUNT THE 29 PRODUCTS.

5. ON OCTOBER 5 THE RESULTS OF THE VIENNA SHOWING WERE SENT TO EACH OF THE 29 EXHIBITORS FOR FOLLOW-UP. (REF. B) PHOTOGRAPHS ARE BEING PROVIDED.

6. COMMENT: DESPITE ALL EFFORTS TO MAKE USHUS A SUCCESS ((INCLUDING OUTSTANDING COOPERATION FROM THE AUSTRIAN HOST), WE FOUND THE SHOW CASE-AND ITS RESULTS HERE-DISAPPOINTING. IN TERMS OF THE RATHER SUBSTANTIAL INPUT OF TIME AND RESOURCES, WE VIEW THE COMMERCIAL PROMOTION OUTPUT AS LOW. THE SUGGESTIONS THAT FOLLOW ARE OFFERED FOR ANY FUTURE SHOWCASE EVENTS SCHEDULED FOR VIENNA.

A) IF THE PRODUCT THEME IS NON-TECHNICAL, THERE SHOULD BE A SUFFICIENT NUMBER OF EXHIBITORS TO STIMULATE BROAD INTEREST. USHUS WAS ORIGINALLY PROGRAMMED WITH 60 EXHIBITORS. THIS WOULD HAVE ADDED DEPTH AND ELICITED INTEREST WHICH WE FOUND LACKING.

B) VTR PRESENTATIONS SHOULD DEMONSTRATE PRODUCT QUALITIES RATHER THAN SIMPLY PROMOTE SALES. THEY SHOULD BE PROFESSIONALLY FILMED, HAVE GOOD PICTURE QUALITY AND A SOUND TRACK DUBBED IN GERMAN. A NUMBER OF VIEWERS WERE CRITICAL OF THE QUALITY OF THE USHUS VTR'S.

C) EACH EXHIBITOR SHOULD FURNISH DETAILED PRICE INFORMATION ON A CIF BASIS, IN GERMAN.

D) TO THE MAXIMUM EXTENT POSSIBLE, PRODUCTS EXHIBITED SHOULD BE NEW TO THE LOCAL MARKET, OR SUFFICIENTLY SPECIALIZED IN DESIGN, CONSTRUCTION OR PERFORMANCE TO HAVE UNUSUAL APPEAL. THERE WAS NO UNCLASSIFIED

UNCLASSIFIED

PAGE 03 VIENNA 09324 191345Z

PRODUCT CATEGORY NEW TO THE AUSTRIAN MARKET IN USHUS.

E) UNLESS THE SHOW CASE IS VERY LARGE, IT SHOULD BE SHOWN IN CONNECTION WITH AN ESTABLISHED FAIR. THE VIENNA FALL FAIR, WHICH HAD OVER 4,000 EXHIBITORS AND ATTRACTED 705,000 PAYING VISITORS, CLOSED ONLY TEN DAYS PRIOR TO USHUS.

F) WE FEEL THAT THE ADDITION OF PRODUCT SAMPLES TO CATALOGS IS HIGHLY USEFUL IN PROMOTIONAL EVENTS. WE QUESTION, ON THE BASIS OF USHUS EXPERIENCE, WHETHER THE ADDITION OF THE VTR PRESENTATION IS WORTH THE EXTRA COST AND EFFORT.

7. AMBASSADOR WOLF VISITED USHUS AND CONCURS FULLY IN THE COMMENT. WOLF

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 19-Oct-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977VIENNA09324
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770385-0634
Format: TEL
From: VIENNA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19771040/aaaabimt.tel
Line Count: 106
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 3d28832b-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 STATE 27394, 77 VIENNA A-412
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 01-Mar-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 854935
Secure: OPEN
Status: NATIVE
Subject: UNITED STATES HOUSEWARES UNIVERSAL SHOWCASE (USHUS)
TAGS: BEXP, AU
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/3d28832b-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009